

Research article

Personal Ethical Attributes on Bayu Skak's YouTube Channel

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ORCIDGunawan Susilo: <https://orcid.org/0000-0003-1602-6136>**Abstract.**

The internet, including social media, has been developing rapidly in line with the growth of the changing social situation. One example is the YouTube video platform. The use of internet technology has also penetrated the business world. The popularity of YouTube has enabled content creators (Youtubers) to use this app or social media to promote themselves. Bayu Skak is one of the Youtubers who has managed to make a living by producing videos, even reaching the big screen and television. One of his monumental works is Mesoh which uses features of East Javanese dialect. This study used a qualitative approach, supplemented by a narrative analysis. Primary data were obtained through visual and audio observations, and secondary data from desk research. The results demonstrated that the use of East Javanese vocabulary and dialect in the Mesoh work is an attribute of Bayu Skak's personal ethics and serves to increase his popularity as a Youtuber and in film and television media. This personal ethics has become a personal mark of Bayu Skak which is an attraction for the public.

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1. INTRODUCTION

As a social media platform, YouTube has the function of sharing, searching and watching videos. The advantage of YouTube is that it presents video medium which is an attractive form of media for its audience. The video becomes interesting because it contains elements of communication through animated images and sound so that the accuracy of the information is clearer for the communicator. YouTube's success as an online communication medium also has a significant economic impact for its activists, known as YouTubers.

There are many types of video content on YouTube. According to Jean Burgess and Joshua Green [1], they can be categorized into two types, namely video content that originates from amateur users (user-created content) and that originates from traditional media institutions. Users in the user-created content group dominate, and the majority are video bloggers (around 40%). The trend of video blogging has reached Indonesia

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and has been well received. Witness the proliferation of video bloggers on YouTube who come from Indonesia and use Indonesian as their working language. Vlogging (video blogging) is closely linked to young people. When we speak of youth, it is from the perspective that the soul of young people is a free spirit. In the world of vlogging, they are free to express themselves. This is also made possible by the use of the Internet which is free, without space and time limits and which does not require any expensive cost. It is therefore not surprising that the young generation is a generation close to the internet world, because the rise of the internet also goes hand in hand with the birth of the current young generation at the uncertain age group.

DataReportal noted that there were 4.95 billion internet users in January 2022. This number increased by 4% from 4.76 billion people in January 2021. In 2018, the number of internet users was of 3.95 billion. This number increased by 6.6% to 4.21 billion in 2019. Internet users further increased by 4.9% to 4.42 billion in 2020. In 2021, the number of Internet users increased by 7, 7% to reach 4.76 billion. In January 2022, Indonesian Internet users reached 204.7 million. This number covers 73.7% of the total population of Indonesia. Additionally, active social media users themselves reach 170 million people, or 61.8% of the entire Indonesian population. This data shows an increase of 15.5% for Internet users and 6.3% for active social media users last year, namely in 2020. This means that there are 27 million additional Internet users and 10 million active social media users compared to 2020. The largest percentage of internet users aged 16-64 seen last month was the social media platform YouTube. The resulting figure was 93.8%, followed by WhatsApp at 87.7% and Instagram at 86.6%. From this, we can see that YouTube is indeed the biggest platform, as well as the biggest video streaming service platform in Indonesia. Therefore, we can admit that YouTube does indeed have a large number of users in Indonesia.

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One of Indonesia's most famous YouTubers is Bayu Skak. Even as reported by cnbcindonesia.com, Bayu Skak is one of the top 10 Indonesian YouTubers with billions of rupees in income. Bayu Skak Daily Life, a YouTuber's online chart viewing page, states that she has 688,000 subscribers and 53,583,536 people who have watched

her video works. Bayu Skak's success as a YouTuber is evident from the many views of the video works he uploads. Bayu Skak's video work as a YouTuber began in 2011, although he officially became a YouTuber in 2013.

Bayu Skak's work uploaded to YouTube has a unique way of visualizing messages and using stories that are full of local genius as East Javanese, especially Malang East Java. The presentation of the turned pieces presented has the uniqueness of simple characterizations, dynamic images and the use of a different vocabulary, the iconic Bayu Skak accent. One of the uploaded videos showing the concept of Bayu Skak's identity is "Mesoh". This work was even released in his early years as a YouTuber, namely 2013. This video became a monumental work for Bayu Skak, as in the early years of his YouTuber career, he uploaded 11 video works. Compared to other works in the same year, "Mesoh" was viewed by 3.2 million viewers, while other works had no more than 427 viewers.

This 3.50 minute video work visualizes Bayu Skak in a one man show, namely only the figure of Bayu Skak as the main character of the work. This work carries the theme of curses or in East Java it is called Misuh or "Mesoh". Visually, this work presents a simple and dynamic expression of ideas and is embellished with amusing scenes to make it light to look at, while the audio element shows the predominant use of regional languages so that it reflects the iconic personality of Bayu Skak. . Even the local language is used to form the identity of a YouTuber named Bayu Skak through YouTube social media. Build a new identity and introduce yourself to the community through social media and any other way that has its own charm, so that identity formation can be transferred directly to the community.

The visualization of the idea for the "Mesoh" video shows pieces (images) of Bayu Skak as if he was doing a monologue in front of the camera. So it often shows facial expressions with types of shots that are mostly close-up type (big face on screen) and monologue expressions are inserted with insert scenes that emphasize the East Javanese dialect message.

YouTube has become a means of expression and exploration for its users to convey messages using video. Freedom of exploration in the use of language, both verbal and non-verbal, many YouTubers often use swear words in video content content and many YouTubers also use regional languages as content in content to attract attention. attention of the public. In Mesoh's work, the use of regional languages in any content is sometimes misused and the meaning of regional language is used as a joke language where regional language is a highly respected language in the use of the regional language itself. Content that uses the regional language has become content that grows

because it is unique in itself and also catches the attention of the audience when watching the video.

On the other hand, the use of East Javanese content, vocabulary and dialect in Bayu Skak's works promotes strong personal branding for him as a YouTuber. The public is easy to recognize, they want to see other works by Bayu Skak because they have a strong character (iconic) so that their image is easy to develop, even reaching the big screen and television media. This phenomenon is interesting to study, especially in this context is the observation of one of the monumental works, namely Mesoh. This research aims to obtain the personal ethical attributes that appear in this work so that they can shape their existence in the video communication based on the YouTube channel.

2. RESEARCH METHODS

This research uses a descriptive qualitative approach and this research is a descriptive research with a qualitative approach. The descriptive qualitative method is a research method based on the philosophy of post-positivism that is used to study the state of natural objects [2] (as opposed to experiments), where the researcher is the instrument main. Data analysis is inductive/qualitative, and qualitative research findings emphasize meaning rather than generalization. Qualitative descriptive research aims to describe, describe, explain, explain and answer in more detail the problems to be investigated by studying as much as possible of an individual, a group or an event. In qualitative research, people are research tools and results are written down as words or statements that correspond to the real situation. A descriptive qualitative approach whose characteristics are data collected in the form of words (dialogue), images, and not numbers. The descriptive research method is a method used to emphasize the broadest knowledge of the research topic [3].

Primary data and collected secondary data are read and observed or observed. Then, selection of audiovisual pieces of each scene of the video work necessary for the research. Video works are works that contain two elements, namely visual and audio, so that the obtained data is presented and analyzed in visual and audio forms which are personal ethical attributes in the work.

3. RESULTS AND DISCUSSION

Mesoh’s video work was uploaded to YouTube in 2013. It is one of the videos uploaded early in Bayu Skak’s career as a YouTuber. This video has been viewed 3,252,972 times, 56,000 likes and 4,954 people have commented on it. This video is a landmark work as it is a breakthrough video of Bayu Skak on Youtube channel. Additionally, this video features a very iconic visual and sound representation of the figure of Bayu Skak.

Mesoh’s video length is 3 minutes and 49 seconds using short shots. Most of the images are Bayu Skak’s monologue scenes conveying the expressions of the video content. The type of recording used comes relatively close to allowing the audience to see and hear the monologue more clearly.

There are a number of scenes shown in this work, namely scenes in the bedroom, kitchen, street, house stairs, house balcony, family room, food stall. The following scene data is used:

TABLE 1: Presentation of scene data in Mesoh’s work.

No	Shot	Scene			
1		Bed room	5		stairs
2		Kitchen	6		Living room
3		Roadside stall	7		Balcony
4		street			

3.1. Visual Analysis Mesoh

From the above data, it can be analyzed that the main character of the video is Bayu Skak, who has a characteristic figure like a real Javanese, both in terms of physical characteristics of tanned skin and other physical characteristics . Even supported by the featured audio, it’s not hard to confirm that Bayu Skak is Javanese. The background frame used shows a simple place, but reflects the age of the emphasis on young age. For example, in the most enduring room decor, the decor shows a young children’s room filled with many music posters, guitars, and various knick-knacks that are often displayed in a room. This shows the personal qualities of Bayu Skak as a figure of the active, dynamic and inspirational young generation.

Other parameters also show the ease of use of the properties of the motorcycle, the clothes used by Bayu, the places to eat snacks in simple stalls. This shows that Bayu’s personal ethical trait is a low profile, which makes communication appealing to

the public. According to Arnheim [4], the simplicity of objects resides not only in their visual appearance, but also in their effectiveness in conveying meaning. The simplicity of this work shows Bayu Skak's skill in conveying messages in his medium so that it can be easily interpreted by the audience.

The simplicity of the visual aspect is also supported by a blueprint presentation template that does not use many different variant types. In this work, the majority use close-ups, namely close-ups and medium shots. This is used by Bayu Skak to make it easier for the audience to see strong lip movements and expressions to support his monologue style. Using this recording, it is easy for the audience to understand the meaning of Bayu's expression as he emphasizes the message, while in audio, it is easy for the audience to listen to his monologue in using the lip-sync shown. From the expression on Bayu's face, it indicates liquid, which refers to a melting (not set) mood, characterized by laughter and feelings of joy, joy, and happiness. According to Juan Manser in *The Dictionary of Humor*, since 400 BC the ancient Greeks believed that human mood was determined by four types of fluids in the body, namely: blood (sanguis), phlegm (phlegm), yellow bile (choler), and black bile (choler, melancholy). Each of these fluids has its own characteristics that affect each person. For example, blood determines an angry (choleric) mood, and black bile determines a dark (melancholic) mood. Based on this fluid theory, humor is understood as an attempt to thin the blood (sanguis) so that it flows stably and evenly through the body, which can create a mood for optimistic feelings, namely the birth of a sense of humor until laughter is born, a cheerful, happy, happy and happy atmosphere [5].

Many shots (shots) are presented in a very dynamic or short (fast) way. It's about showing Bayu Skak's personal ethos as a very dynamic, expressive person with a lot to say. Showing the character of personal ethics using this visual dynamic model, it suggests that aspects of self-identity are genetic, adaptive, structural, dynamic, psychosocial reciprocity and existential status that can help individuals find their identity. This method is used by Bayu Skak in her work to show a strong identity so that people can easily recognize her both visually and verbally.

3.2. Audio Analysis of Mesoh's Video Works

In this video, Bayu Skak deliberately uses the Javanese language, a typical East Javanese dialect. In keeping with the title of his work, which is Mesoh meaning "to curse", Bayu Skak often uses the vocabulary of jancok and others in this work. Curses like jancok themselves have many meanings and how to pronounce them (Ervianda, 2020).

As part of this work, Bayu Skak describes the use of swear words among the younger generation that are commonly used or used. However, he explained that the meaning of swear words has different meanings depending on the circumstances/situations that arise and the expression used to utter them.

According to Santo, the vocabulary of jancok in the work of Bayu Skak has several meanings, namely:

3.2.1. As an expression of anger and annoyance

A scene on the road shows Bayu Skak being run over by another motorist. Swearing in circumstances or situations/conditions on the road has the meaning of expressing anger and annoyance. When he is hit by another vehicle, the expression of anger and annoyance occurs because the road situation is one of the accident-prone places, so his anger is expressed by cursing the word jancok. The word Jancok or Jancuk will be used to swear or mesoh, this word always appears in a state of anger, disappointed, threatening, it can even be in a situation of intimacy [6].

3.2.2. As an Expression of Surprise

The word Jancok itself is known to have the meaning of harsh words such as curses and mesoh, especially with the expression of staring eyes with contracted pupils, will appear protruding, eyebrows converging and forming a frown between the two, lips stretched, showing someone is emotional. In general, the word jancok or jancuk is used for swearing (mesoh). Moreover, the word jancok is also synonymous with curses and is considered a challenge to fight.

3.2.3. As an Expression of Happiness

The word Jancuk is a greeting and if someone is called Jancuk it means your mother was fucked by my father. So that the word Jancuk means that there is a bond of brotherhood between the speaker and the interlocutor. The word Jancok itself has many sound variations, for example jancuk, dancuk, diancuk, diancok, ancuk. This sound variation depends on who the user is, especially for certain purposes such as: facilitating, accelerating and emphasizing the pronunciation of a word. At this point, however, in a situation full of intimacy, the word Jancokbila becomes a greeting (address) or a pronoun. For example, saying the word Jancok to one of our friends, which means that we are

already attached to each other in friendship or friendship. Based on communication behavior, the meaning of the word Jancok itself has different meanings depending on the situation and the circumstances [6].

4. CONCLUSION

The context of the regional language dialect is used to form the identity of a YouTuber named Bayu Skak through social media on YouTube. Build a new identity and introduce yourself to the community through social media and any other way that has its own charm, so that identity formation can be transferred directly to the community. In the context of dialogue using the regional language, there is a personal ethics of a YouTuber Bayu Skak in his YouTube social network that makes the figure of Bayu Skak accepted. The interactive audience view saw content from Bayu Skak who had poor personal ethics and made various comments, some were good and some were not. Judging from the figure of Bayu Skak who has his own characteristics, others want to keep following his Youtube channel with himself sometimes with words that are not good or rude for his existence on Youtube social networks. Consistency of messages disseminated via social media should be maintained as this will create perceptions in the minds of the audience. Derived from this consistency, a person's personal ethics will be shaped and will persist in the community.

The foul language in Bayu Skak's YouTube content that makes Bayu Skak exist on YouTube's social networks and constitutes a personal ethic. We now know how Bayu's personal ethics in his video content is considered an ethics violation due to his inappropriate behavior and language. released, but because it has such features which are famous for the harsh words it uses, it can still exist on YouTube social media. From the above conclusion, it is explained that with the personality of Bayu figure who has the characteristic of being fluent in Eastern Javanese dialect and there are swear words which become Bayu's attraction in the world of creation of content. Although there is a lot of competition in social media, it must be maintained in order to maintain self-existence so that people are attached to know the figure of Bayu Skak.

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